

# ANIMA

INVESTMENT NETWORK

REVUE DE PRESSE  
PRESS REVIEW

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( February 2015 )

<b>Euro-Méditerranée</b> 	<b>Web</b>
	<b>February 22, 2015</b>

### **ANIMA Investment Network dévoile son programme 2015 des Med-Academy**

10 séminaires « Med-Academy » de formation et d'échange d'expériences entre acteurs du développement économique sont prévus.

6 séminaires auront lieu en Europe (dont un durant l'Expo Universelle de Milan) et 4 au sud de la Méditerranée. Les thématiques sélectionnées cette année concernent notamment l'évaluation des projets d'investissement, le développement de stratégies de promotion visant les diasporas et talents expatriés, les coopérations aux frontières de la politique de voisinage de l'Union européenne (Afrique subsaharienne et Balkans) et l'influence auprès des institutions européennes. Les membres d'ANIMA et les réseaux du consortium Med Alliance sont invités à participer en priorité à ces séminaires.

Les équipes d'ANIMA restent à votre entière disposition pour toute question complémentaire, vous trouverez également plus d'informations sur ces manifestations dans le calendrier Med-Academy 2015.

Une prise en charge des frais de participation pour un collaborateur de chaque organisation est possible selon l'évènement et les critères de prise en charge.

Source de l'article Animaweb

Source : <http://euro-mediterranee.blogspot.fr/2015/02/anima-investment-network-devoile-son.html>

	Deutsch-Arabische Industrie- und Handelskammer German-Arab Chamber of Industry and Commerce الغرفة الألمانية العربية للصناعة والتجارة	<b>Web</b>
		<b>2015</b>

### 3rd EUROMED Invest Academy in Belgrade, Serbia

The 3rd EUROMED Invest Academy on “Cooperation - Complementarity between the South Mediterranean and the Western Balkans” is organised in Belgrade, Serbia, on 25 - 27 of March 2015 by the Chamber of Commerce and Industry of Serbia with the coordination of the MedAlliance Consortium which consists of ANIMA Investment Network, EUROCHAMBRES (Association of European Chambers of Commerce), ASCAME (Association of Mediterranean Chambers of Commerce), BusinessMed (Union of Mediterranean Confederations of Enterprises), EMDC (Euro-med Development Center for Micro, Small and Medium Enterprises), GACIC (German-Arab Chamber of Commerce) and EABC (Euro-Arab Business Council).

The Academy is organized in the framework of the project EUROMED Invest (website [www.euromedinvest.eu](http://www.euromedinvest.eu)) a three-year regional project for investment and business partnerships promotion in the Euro-Mediterranean area co-funded by the European Commission, the MedAlliance consortium, the Provence-Alpes-Côte d'Azur Region and the City of Marseille. The ultimate goal of the project is to renew the interest of SMEs in the Euro-Mediterranean market, to increase investment and business projects flow in the Euro-Mediterranean area and to contribute to an inclusive economic development of the region.

EUROMED Invest Academies are training programmes for BSOs to improve their overall capacity / management as well as the quality of services provided to their members. EUROMED Invest Academies offer informal, stimulating and international environment favourable to further develop networking between BSOs and to exchange experience / best practices.

The EUROMED Invest Academy organised in Serbia is focusing on how to further develop business and investment opportunities between the Southern Neighbourhood and the Enlargement countries through two main components:

Benchmarking between both regions on their relations with the European Union

Better understanding between both regions to improve business and investment opportunities

Around 100 participants from BSOs from the Southern Neighborhood, the European Union, the Western Balkans and Turkey will be selected to participate in the Academy. The working language of the EUROMED Invest Academy will be English.

The participants costs in the Academy are covered at 80% of the project EUROMED Invest.

Source: <http://www.ahkmena.com/node/610>

 <b>CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA</b> 1857	<b>Web</b>
	<b>2015</b>

## **EUROMED Invest Academy Serbia**

EUROMED Invest (website [www.euromedinvest.eu](http://www.euromedinvest.eu)) is a three-year regional project for investment and business partnerships promotion in the Euro-Mediterranean area co-funded by the European Commission, the MedAlliance consortium, the Provence-Alpes-Côte d'Azur Region and the City of Marseille.

EUROMED Invest, with a budget of €5 million, is one of the main European programs aiming at developing private investments and economic relations in the Euro-Mediterranean area.

The ultimate goal of EUROMED Invest is to boost private business and investment within the Euro-Med area to contribute to an inclusive economic development of the region.

The specific objective of the project is to empower Euro-Med business and investment networks to implement targeted strategies supporting the creation and the international development of micro, small and medium-sized enterprises in order to boost private business and investment within the Euro-Med area.

EUROMED Invest project is managed by the MedAlliance consortium, led by ANIMA Investment Network in partnership with ASCAME, BUSINESSMED, EUROCHAMBRES, the Euro-Med Development Center for Micro, Small and Medium Enterprises (EMDC) Foundation, the German Arab Chamber of Industry and Commerce (GACIC) and the Euro-Arab Business Council for Small and Medium Enterprises (EABC).

EUROMED Invest count on a network of 79 Affiliate organisations from 26 countries including 7 of the south ENI countries, 3 EU candidate/potential candidate countries and 16 EU countries.

The target groups of the project are combination of private and public sector organisations as well as business associations from the EU, South ENPI, and potential EU candidate countries, including: Investment promotion agencies, chambers of commerce and industry, SME development agencies, business representative organisations, business sector associations, private and public investors and enterprise financiers, diaspora networks, women entrepreneur's networks.

### **Estimated results**

- Renewed interest from SMEs to make business and invest within the Euromed countries
- Increased flow of inclusive investment and business projects between the Euromed countries (make EU retrieve its leader position as FDI origin towards the South ENPI countries)
- Improved services for SMEs to start-up (new ventures), establish (foreigners) and develop (nationals and foreigners) within the South Mediterranean countries
- Establishment of sustainable EU-MED Alliances to drive the growth of business within the major sectors of common interest (Agrifood, Water and New Energies, Tourism, Transport and Logistics, Cultural and Creative Industries)
- Establish strong and lasting EU-MED business networks

### **Main activities**

Workshops, surveys and action plans drafting associating stakeholder representatives in selected strategic sectors

Promotional tools to market the South ENPI countries abroad: web portal, directories, business guides

Portfolio of 500 international business projects to accompany

Matchmaking events for companies, clusters and private investors in the South and Mediterranean pavillions in the major EU trade fairs in selected sectors

Masterclasses for young and new entrepreneurs


Mentoring programmes for entrepreneurs, businesses, clusters and business supporting organisations to favor joint business projects, co-locations and know how transfer

Capacity building, networking and experience sharing seminars to professionalise and reinforce services for investors, businesses and new entrepreneurs

#### EUROMED Invest Instruments

1. Euro-Med Business Roadshow in Southern Mediterranean countries
2. Euro-Med Business Roadshow in Europe
3. Master Class for young entrepreneurs
4. Mentorship programme for entrepreneurs
5. Cooperation and mentorship programme for Business support organisations
6. EUROMED Invest Academy, in Europe and Mediterranean

Source: <http://www.pks.rs/PrivredaSrbije.aspx?id=1730&p=0&idjezik=3>

		<p><b>Web</b></p>
		<p><b>February 23, 2015</b></p>

### **MedGeneration, un programme en faveur de la diaspora Palestinienne**

Lancé à Marseille, le 23 juin 2014, MedGeneration est un programme ambitieux de mobilisation des diasporas économiques qui se décline en plusieurs stratégies de valorisation, selon les territoires, comme l'ont présenté les « Premières rencontres internationales des diasporas méditerranéennes » à l'été 2014.

S'y sont rencontrés les représentants des diasporas méditerranéennes, des entrepreneurs, bailleurs, associations et agences d'investissement, afin d'échanger sur leurs pratiques, partager leurs succès et planifier des perspectives communes sur le sujet.

Ces dernières prennent différentes formes : activité de soutien aux projets d'investissement, transfert de l'innovation, de formation et accompagnement adapté. Il est nécessaire de candidater dans les dates imparties avec un projet concret à l'appui pour les intégrer.

MedGeneration est coordonné par ANIMA, mais aussi par des partenaires palestiniens comme la PIPA et le PICTI. C'est pourquoi l'accent est mis sur la Palestine, en tant que territoire pilote. La diaspora palestinienne est en effet très importante : ses membres sont estimés à 5,8 millions, soit plus de la moitié de la population. Très bien intégrés, ils sont réputés pour leur niveau d'éducation élevé et leur pluridisciplinarité. Ce qui est un avantage, en regard des secteurs les plus pertinents du programme que sont les TIC, l'agriculture, l'eau, les énergies renouvelables, le tourisme, les transports et les industries créatives.

Ce sont les étudiants, diplômés et jeunes entrepreneurs palestiniens qui sont particulièrement visés par MedGeneration dans la réalisation de projets innovants en Palestine, dans un souci de renforcement des liens économiques entre la diaspora et leur territoire d'origine.

Territoires visés :

Pays du Sud et de l'Est de la Méditerranée. Trois territoires pilotes : Liban, Palestine, Jordanie

Budget :

1,92 million d'euros Financement à 90 % par l'instrument européen de voisinage et de partenariat. De décembre 2013 à décembre 2015.

Acteurs

- les partenaires du projet
- les structures d'appui
- les PME/TPE et futurs entrepreneurs

- la diaspora des pays concernés par le projet

Partenaires pour la Palestine ANIMA : plate-forme multi-pays, 70 agences gouvernementales et réseaux d'affaire, de financement et d'innovation. Pour un développement économique partagé en méditerranée, elle prend également en charge des enjeux sociaux et environnementaux.

PIPA : Palestinian Investment Promotion Agency Institution autonome, créée en 2000. Conseil d'administration public/privé. Elle promeut des avantages, pour l'investissement, en Palestine et veille aux évolutions juridiques concernant le secteur privé.

PICTI : Incubateur Palestinien des Technologies de l'Information et de la Communication Soutient la croissance des TIC en Palestine.

#### Contacts

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Appel à projet Pour plus d'informations sur les candidatures, contactez l'adresse [projectdiaspora@medgeneration.eu](mailto:projectdiaspora@medgeneration.eu)

Contact en Palestine Bayan AABED, Bayan.aabed@picti.ps

Site de MedGeneration <http://medgeneration.eu>

Source : <http://www.palestine-diplo.com/spip.php?article1057>

 <p>ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MÉDITERRANÉE ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط</p>	<p><b>Web</b></p> <p><b>February 23, 2015</b></p>
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**Forum ReaMed “European regulations, soon Mediterranean: an opportunity for the markets and research”**



**To Entrepreneurs, Researchers and Economic Development Actors**

The development of Euro-Mediterranean trade and innovation flows in the agri-food, fine and green chemical sectors is at the top of the European agenda. The ReaMed Forum, supported by the PACA Region, aims to:

- develop the potential of research and innovation and open up new opportunities between the two shores of the Mediterranean;
- assist project promoters in smart application of EU regulations;
- stimulate the creation of innovative companies by encouraging partnerships between Euro-Mediterranean players.



ASCAME will organize with the ANIMA investment network, Ader Méditerranée and the Region Provence Alpes Côtes d’Azur, the forum ReaMed “European regulations, soon Mediterranean: an opportunity for the markets and research” which will take place on March 30th and 31th of March 2015 at the Villa-Méditerranée of Marseille, France.

This event which will be addressed to entrepreneurs, researchers and economic development actors will deal with the development of Euro-Mediterranean trade and innovation flows in the agri-food, fine and green chemical sectors is at the top of the European agenda. The ReaMed Forum, supported by the PACA Region, aims to:

- Develop the potential of research and innovation and open up new opportunities between the two shores of the Mediterranean
- Assist project promoters in smart application of EU regulations
- Stimulate the creation of innovative companies by encouraging partnerships between Euro-Mediterranean players.

The forum will be organized as:



- A plenary session on March 30th in the morning whose focuses will be made on the “Impacts of REACH, Cosmetics and Food Regulations” and the “State of international trade and research between Europe and the Mediterranean”

- Two parallel Forward-thinking workshops in the afternoon.

The first one will be about “Green chemicals, Materials, Cosmetics, Microreactors, Economic Development, Research & Development” and the second one about “How to integrate the specificities linked to local resources and traditional know-how in the implementation of European regulations?”

One training and support workshop on March 31th in the morning about “EU Regulations Green Chemicals Cosmetics Dairy Chain Economic Development, Research & Development”

To download the programme please click here

For further information [www.ader-mediterranee.com/reamed](http://www.ader-mediterranee.com/reamed)

Source: <http://www.ascame.org/en/forum-reamed-european-regulations-soon-mediterranean-opportunity-markets-and-research>